



# Station Order Revised FL Vote No on 6 Committee

**Market:** Tampa-St. Petersburg

Estimate ID

**Flight Dates:** Wednesday, October 24, 2012 to Sunday, October 28, 2012

12168

**Contact:** Matt Oestreich

**Phone:** 813-221-5742

**Email:** moestreich@wfla.com

**Fax:** 813-275-8835

**Direct:** 813-314-5462

## WFLA-TV

JM112092801

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Total
				Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
WFLA 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$300.00 <b>\$900.00</b>	1	1	1			3
WFLA 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$500.00 <b>\$1,500.00</b>	1	1	1			3
WFLA 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$1,350.00 <b>\$4,050.00</b>	1	1	1			3
Today Show 7:00 AM 9:00 AM	EM	M-F 30	\$1,600.00 <b>\$4,800.00</b>	1	1	1			3
Saturday Today 7:00 AM 9:00 AM	EM	Sa 30	\$750.00 <b>\$750.00</b>				1		1
Sunday Today 8:00 AM 9:00 AM	EM	Su 30	\$1,000.00 <b>\$1,000.00</b>					1	1
Today II 9:00 AM 10:00 AM	DT	M-F 30	\$1,050.00 <b>\$3,150.00</b>	1	1	1			3
The Doctors 3:00 PM 4:00 PM	EF	M-F 30	\$550.00 <b>\$1,650.00</b>	1	1	1			3
Dr. Oz 4:00 PM 5:00 PM	EF	M-F 30	\$1,000.00 <b>\$3,000.00</b>	1	1	1			3
WFLA 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$1,700.00 <b>\$1,700.00</b>		1				1
WFLA 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$2,500.00 <b>\$5,000.00</b>	1		1			2
WFLA 7p News 7:00 PM 7:30 PM	EN	M-F 30	\$2,000.00 <b>\$4,000.00</b>		1	1			2

NOV 01 2012

10/3/12 #112092801

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 9/25/2012 4:22:49 PM

WFLA-TV

Page 1 of 2

ChrisV@mediastategies.com

NOV 01 2012

JM 9/25/12



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## WFLA-TV

				Wed	Thu	Fri	Sat	Sun		
				Oct	Oct	Oct	Oct	Oct		
				24	25	26	27	28		
Program Name	DP	Length	Gross Rate						Total	
Ent Tonight	PA	M-F	\$2,000.00	1	1	1			3	
7:30 PM 8:00 PM		30	\$6,000.00							
Law & Order SVU	PT	W	\$5,500.00	1					1	
9:00 PM 10:00 PM		30	\$5,500.00							
Dateline	PT	F	\$7,500.00			1			1	
10:00 PM 11:00 PM		30	\$7,500.00							
WFLA 11p News	LN	M-F	\$2,500.00	1	1	1			3	
11:00 PM 11:35 PM		30	\$7,500.00							
Tonight Show	LF	M-F	\$1,000.00	1	1	1			3	
11:35 PM 12:37 AM		30	\$3,000.00							
<b>Station Gross Totals</b>			<b>\$61,000.00</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>1</b>	<b>1</b>	<b>39</b>	

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 9/25/2012 4:22:49 PM

WFLA-TV

Page 2 of 2

ChrisV@mediastrategies.com

Media Strategies & Research - VA  
 11350 Random Hills Road  
 Suite 670  
 Fairfax VA 22030

Vote No On 6/ Issue  
 Submission Number 137 Issue 1



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b>	Vote No On 6/ Issue	<b>Submission Cost:</b>	61000	<b>Campaign Ref:</b>	JM112092801
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	/ / 12168	<b>Sales Rep:</b>	WFLA Political
<b>Schedule Dates:</b>	10/22/12 to 10/28/12	<b>Weeks:</b>	1	<b>Order Ref:</b>	
<b>Est./PO Number:</b>		<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Vote No On 6/ Issue	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/22	Total	Cost
1	M-F 5a News ..WTF..	01	300	30 Comme	Nbr of Spots	3	3	900
2	M-F 530a News ..WTF..	01	500	30 Comme	Nbr of Spots	3	3	1500
3	M-F 6a News ..WTF..	02	1350	30 Comme	Nbr of Spots	3	3	4050
4	M-F 7a Today Show ..WTF..	02	1600	30 Comme	Nbr of Spots	3	3	4800
5	Sat 7a Today Show ....S.	02	750	30 Comme	Nbr of Spots	1	1	750
6	Sun 8a Today Show .....S	02	1000	30 Comme	Nbr of Spots	1	1	1000
7	M-F 9a Today Show II ..WTF..	01	1050	30 Comme	Nbr of Spots	3	3	3150
8	M-F 3p Doctors ..WTF..	03	550	30 Comme	Nbr of Spots	3	3	1650
9	M-F 4p Dr Oz	02	1000	30 Comme	Nbr of Spots	3	3	3000
<b>Weekly Totals:</b>						<b>Total Spots(Ord Spots)</b>	39	39

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax VA 22030

Vote No On 6/ Issue  
Submission Number 137 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b>	Vote No On 6/ Issue	<b>Submission Cost:</b>	61000	<b>Campaign Ref:</b>	JM112092801
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	/ / 12168	<b>Sales Rep:</b>	WFLA Political
<b>Schedule Dates:</b>	10/22/12 to 10/28/12	<b>Weeks:</b>	1	<b>Order Ref:</b>	
<b>Est./PO Number:</b>		<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
10	M-F 530p News ..T...	01	1700	30 Comme	1	1	1700
11	M-F 6p News ..W.F..	01	2500	30 Comme	2	2	5000
12	M-F 7p News ...TF..	01	2000	30 Comme	2	2	4000
13	M-F 730p Entertainment Tonight ..WTF..	01	2000	30 Comme	3	3	6000
14	Wed 9p ET / 8p CT Law & Order SVU ..W....	02	5500	30 Comme	1	1	5500
15	Fri 10p ET / 9p CT Dateline NBC Friday ...F...	01	7500	30 Comme	1	1	7500
16	M-Su 11p News ..WTF..	01	2500	30 Comme	3	3	7500
17	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	02	1000	30 Comme	3	3	3000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					39	39	

Grand Totals

Month 10 Weeks: 4

<b>Totals</b>	39	39	
Spots			39

		Month 10 Weeks: 4	
		10/22	
Cost	Totals		61000
			61000

Grand Totals:

Spots:	39
Gross Total:	61,000.00
Commission:	9,150.00
Net Total:	51,850.00



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

34214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Vote No On 6/ Issue  
PROD: Vote No On 6/ Issue

2012 WFLA I SS  
INVOICE DATE 10/28/12 JM112092801  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032914 PAGE 1 BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: / /12168  
Oesc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 5a News	300.00	1	3	10/24	WE	05:20A	30 FL6-101H :30 Commercial	300.00	
				10/25	TH	05:09A	30 FL6-101H	300.00	
				10/26	FR	05:11A	30 FL6-101H	300.00	
M-F 530a News	500.00	2	3	10/24	WE	05:43A	30 FL6-101H :30 Commercial	500.00	
				10/25	TH	05:42A	30 FL6-101H	500.00	
				10/26	FR	05:42A	30 FL6-101H	500.00	
M-F 6a News	1350.00	3	3	10/24	WE	06:52A	30 FL6-101H :30 Commercial	1350.00	
				10/25	TH	06:44A	30 FL6-101H	1350.00	
				10/26	FR	06:22A	30 FL6-101H	1350.00	
M-F 7a Today Show	1600.00	4	3	10/24	WE	07:29A	30 FL6-101H :30 Commercial	1600.00	
				10/25	TH	07:59A	30 FL6-101H	1600.00	
				10/26	FR	08:49A	30 FL6-101H	1600.00	
Sat 7a Today Show	750.00	5	1	10/27	SA	07:49A	30 FL6-101H :30 Commercial	750.00	
Sun 8a Today Show	1000.00	6	1	10/28	SU	08:29A	30 FL6-101H :30 Commercial	1000.00	
M-F 9a Today Show II	1050.00	7	3	10/24	WE	09:29A	30 FL6-101H :30 Commercial	1050.00	
				10/25	TH	09:57A	30 FL6-101H	1050.00	
				10/26	FR	09:29A	30 FL6-101H	1050.00	
M-F 3p Ooctors	550.00	8	3	10/24	WE	03:24P	30 FL6-101H :30 Commercial	550.00	
				10/25	TH	03:32P	30 FL6-101H	550.00	
				10/26	FR	03:23P	30 FL6-101H	550.00	

\*\*\* Continued \*\*\*

PERIOD COST	61,000.00	39 Total Units	Actual Gross Billing	61,000.00	Debits	.00
			Agency Commission	9,150.00	Credits	.00
			NET DUE	51,850.00	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Vote No On 6/ Issue

PRODUCT  
Vote No On 6/ Issue

INVOICE NUMBER 0100032914 BROADCAST MONTH 10/01/2012 - 10/28,  
AMOUNT DUE 51,850.00

REMIT TO:

\*00203

000034214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000034214 00000100032914 005185000 2



# WFLA-TV

## A MEDIA GENERAL STATION

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34214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Vote No On 6/ Issue  
PROD: Vote No On 6/ Issue

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
10/28/12 JM112092801  
WFLA  
INVOICE NUMBER 0100032914  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/22/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /12168  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 4p Dr Oz	1000.00	9 3	10/24	WE	04:08P	30 FL6-101H :30 Commercial	1000.00	
			10/25	TH	04:32P	30 FL6-101H	1000.00	
			10/26	FR	04:53P	30 FL6-101H	1000.00	
M-F 530p News	1700.00	10 1	10/25	TH	05:39P	30 FL6-101H :30 Commercial	1700.00	
M-F 6p News	2500.00	11 2	10/24	WE	06:15P	30 FL6-101H :30 Commercial	2500.00	
			10/26	FR	06:13P	30 FL6-101H	2500.00	
M-F 7p News	2000.00	12 2	10/25	TH	07:13P	30 FL6-101H :30 Commercial	2000.00	
			10/26	FR	07:24P	30 FL6-101H	2000.00	
M-F 730p Entertainment Tonight	2000.00	13 3	10/24	WE	07:41P	30 FL6-101H :30 Commercial	2000.00	
			10/25	TH	07:44P	30 FL6-101H	2000.00	
			10/26	FR	07:56P	30 FL6-101H	2000.00	
Wed 9p ET / 8p CT Law & Order	5500.00	14 1	10/24	WE	09:18P	30 FL6-101H :30 Commercial	5500.00	
Fri 10p ET / 9p CT Dateline NB	7500.00	15 1	10/26	FR	10:29P	30 FL6-101H :30 Commercial	7500.00	
M-Su 11p News	2500.00	16 3	10/24	WE	11:30P	30 FL6-101H :30 Commercial	2500.00	
			10/25	TH	11:33P	30 FL6-101H	2500.00	
			10/26	FR	11:34P	30 FL6-101H	2500.00	
M-F 1135p ET / 1035p CT Tonight	1000.00	17 3	10/24	WE	12:28A	30 FL6-101H :30 Commercial	1000.00	
			10/25	TH	11:48P	30 FL6-101H	1000.00	
			10/26	FR	12:13A	30 FL6-101H	1000.00	
Total Airtime Gross Spot Revenue:			61,000.00					

PERIOD COST 61,000.00

39 Total Units  
ACTUAL GROSS BILLING 61,000.00  
AGENCY COMMISSION 9,150.00  
NET DUE 51,850.00

SUB-TOTALS Debits .00  
Credits .00  
TOTAL RECONCILING .00

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